

Spain: Freshuelva launches campaign to promote blueberry consumption

The Association of Producers and Exporters of Strawberries from Huelva, Freshuelva, has launched a campaign to promote the province's blueberries under the slogan "Say it with blueberries". It will be carried out in the domestic market and aims to boost the popularity and consumption of this nutritious fruit.

As reported in a press release, the presentation of the campaign was attended by the territorial delegate of Agriculture of the Andalusian Government in Huelva, Pedro Pascual, and the manager of the company M2 Comunicación, in charge of the campaign, Manuel Blanco. The manager of Freshuelva, Rafael Domínguez, pointed out that the campaign, which will serve to highlight the remarkable nutritional qualities of blueberries, will be carried out mainly on social media.

With this initiative, Freshuelva seeks to raise awareness about the fact that the province of Huelva is the largest national producer and the main production area in Europe, with the fruit standing out for both its taste and its health benefits.

Aware of the need to seek new markets, given the quick growth of the blueberry production in the province of Huelva, Freshuelva has developed a promotional strategy, with initiatives such as Freshuelva becoming a member of the International Blueberry Organization, the organization that brings the leaders of the blueberry industry together.

The main market for Huelva's blueberries is Europe, with Germany, the United Kingdom and the Netherlands in the lead. Freshuelva, together with the Spanish Ministry of Agriculture, has also recently started the procedures to gain access to the Chinese market.

At the same time, Freshuelva's Blueberry Committee wants consumption to increase in the domestic territory, as it barely reaches two percent. Since 2013, the number of hectares planted with blueberries has increased by 58 percent, reaching almost 3,000 this season.

Moreover, last November, Huelva hosted the ninth International Blueberry Seminar, organised by AGQ Lab and Blueberries Consulting and held for the first time outside the Americas. Huelva thus joined countries such as Argentina, Chile, Peru or Mexico, which have also hosted this important international meeting for the blueberry sector.

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